Appl. No.: 10/675,235
Amdt. dated March 14, 2008
Reply to Office Action of September 20, 2007

PATENT

Amendment

Please amend the claims as follows:

1.   (Currently Amended)   An Internet delivery method delivering electronic information products to a plurality of users via the Internet, the method comprising:

storing a plurality of display formats in a database, said display formats including at least a default display format and a custom display format;

~~for each one of said plurality of users,~~ storing information indicating whether ~~the user~~ one or more of said plurality of users is a specific type of user, wherein the specific type of user is authorized to access one or more content databases;

~~when a user logs in, identifying~~ determining, upon a valid authentication of a user from said plurality of users, whether ~~or not~~ the authenticated user is said specific type of user; [[and]]

~~if said user is identified as said specific type of user, then~~ delivering, upon determination that the authenticated user is said specific type of user, a customized version of an electronic information product ~~that includes~~ formatted in said custom display format, said electronic information product including information ~~gathered~~ retrieved from the one or more content databases the specific type of user is authorized to access ~~to said user in said custom display format;~~ and

delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format.

2.   (Currently Amended) The method of claim 1, wherein the information ~~identifying~~ indicating whether the user is [[a]] the specific type of user comprises subscription account information.

Appl. No.: 10/675,235
Amdt. dated March 14, 2008
Reply to Office Action of September 20, 2007

PATENT

3.   (Currently Amended) The method of claim 1, wherein there are a plurality of user types and a ~~respectively corresponding~~ plurality of custom display formats, each custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types.

4.   (Original) The method of claim 3, wherein said plurality of custom display formats comprises custom display formats in different languages.

5.   (Original) The method of claim 1, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

6.   (Previously Presented) The method of claim 1, wherein the customized version of the electronic information product is transmitted to a wireless device.

7.   (Currently Amended) The method of claim 6, further comprising:
        recognizing that the customized version of the electronic information product is to be transmitted to a wireless device; and
        transmitting the customized version of the electronic information product formatted in a customized display format appropriate for the wireless device.

8.   (Original) The method of claim 1, wherein the electronic information products comprises healthcare information.

9.   (Original) The method of claim 1, wherein the user's use of the method is tracked.

10.   (Currently Amended) An Internet delivery system adapted to deliver electronic information products to a plurality of users via the Internet, the system comprising:
        one or more content databases storing data or other information for electronic information products; and
        one or more modules ~~capable of~~ configured to:

Appl. No.: 10/675,235
Amdt. dated March 14, 2008
Reply to Office Action of September 20, 2007

PATENT

~~identifying~~ determine, upon a valid authentication of a user from said plurality of users, whether ~~or not a~~ the authenticated user is a specific type of user,[[;]]

and, ~~if the user is said specific type of user, then delivering~~ deliver, upon determination that the user is said specific type of user, an electronic information product formatted in a custom display format to said authenticated user ~~in a custom display format, wherein~~ the electronic information product [[is]] customized with a subset of [[the]] data or other information stored in the one or more content databases, and

deliver, upon determination that the user is not said specific type of user, said electronic information product or another electronic information product formatted in a default display format.

11.   (Currently Amended)   The system of claim 10, wherein [[the]] information ~~identifying~~ indicating whether ~~or not~~ the authenticated user is [[a]] said specific type of user comprises subscription account information.

12.   (Currently Amended)   The system of claim 10, wherein there are a plurality of user types and a ~~respectively corresponding~~ plurality of custom display formats, each custom display format from said plurality of custom display formats corresponding to at least one user type from said plurality of user types.

13.   (Original)   The system of claim 12, wherein the plurality of custom display formats comprises custom display formats in different languages.

14.   (Original)   The system of claim 10, wherein either one or both of the custom display format and the default display format includes flexible or changeable information.

15.   (Previously Presented)   The system of claim 10, wherein the electronic information product is transmitted to a wireless receiving device.

Appl. No.: 10/675,235
Amdt. dated March 14, 2008
Reply to Office Action of September 20, 2007

PATENT

16.   (Original)   The system of claim 15, wherein electronic information product is transmitted wirelessly.

17.   (Original)   The system of claim 15, wherein the electronic information product is transmitted by cradle synchronization.

18.   (Currently Amended)   The system of claim 10, wherein said one or more modules are ~~capable of performing~~ further configured to perform healthcare related functionality and ~~delivering~~ deliver healthcare information.

19.   (Original)   The system of claim 10, wherein the user's use of the system is tracked.

20.   (Currently Amended)   A method of delivering electronic healthcare information products to a plurality of users via the Internet, the method comprising:

storing a plurality of custom display formats in a database, each of the plurality of custom display formats associated with a user category [[of]] from a plurality of user categories;

~~for each one of the plurality of users,~~ storing subscription account information authorizing access to one or more content databases and including information indicating a user category with which ~~the~~ each user from said plurality of users is associated;

~~when a user logs in, identifying~~ determining, upon a valid authentication of a user from said plurality of users, the user category with which the authenticated user is associated; [[and]]

delivering, upon determination of the user category with which the authenticated user is associated, a customized electronic healthcare information product including information ~~gathered~~ retrieved from the one or more content databases associated with the subscription account information to a wireless device of the user, said customized electronic healthcare information product formatted in accordance with the custom display format associated with the determined user category and the wireless device; and

Appl. No.: 10/675,235
Amdt. dated March 14, 2008
Reply to Office Action of September 20, 2007

PATENT

delivering, upon determination that the authenticated user is not associated with at
least one user category from said plurality of user categories, said customized electronic
healthcare information product or another electronic information product formatted in
accordance with a default display format.

21 - 25.   (Withdrawn)

26.   (Previously Presented) The method of claim 1, wherein the custom display format
includes a customized interface providing access to one or more databases, products, or
functions associated with a set of subscription accounts of the identified specific type of
user.

27.   (Previously Presented) The method of claim 1, wherein the customized version of the
electronic information product includes information gathered from a group consisting of
a Physicians Desk Reference content database, proprietary pharmaceutical databases, and
healthcare related databases.

28.   (Previously Presented) The method of claim 2, wherein the subscription account
information includes authorization to access one or more functions associated with the
specific type of user, wherein the one or more functions are selected from a group
consisting of pharmaceutical inventory management, formulary management, continuing
medical education, healthcare related web community servers, and pharmaceutical order
and delivery.

29.   (Previously Presented) The system of claim 10, wherein the one or more content
databases have stored therein one or more sets of healthcare-related information and a
plurality of display formats, the plurality of display formats including custom display
formats associated with particular users of the Internet delivery system or categories of
users of the healthcare information delivery system, and wherein the one or more
modules include the following modules:

an authorization module configured to provide access to registered users of the
Internet delivery system in a customized fashion, including receiving search criteria from
the registered users and displaying requested healthcare-related information to the

registered users in accordance with the custom display formats that are associated with

the registered users;

      a requesting module configured to receive a set of search criteria from the

registered users through the custom display format and search the one or more databases

for healthcare-related information corresponding to the set of search criteria; and

      a delivery module configured to deliver the healthcare-related information

returned from the requesting module to the registered users in accordance with those of

the customized display formats that are associated with the registered users.

30.   (Previously Presented) The system of claim 29, wherein the requesting module further

comprises an interface to a formulary management system.

31-33. (Withdrawn)

34.   (Currently Amended) A computer-readable storage medium containing a set of

executable instructions ~~capable of causing,~~ which when executed by one or more

processors [[to]], cause said one or more processors to implement a method comprising:

      ~~store~~ storing a plurality of display formats in a database, said display formats

including at least a default display format and a custom display format;

      ~~for each one of said plurality of users, store~~ storing information indicating

whether ~~the user~~ each one of said plurality of users is a specific type of user, wherein the

specific type of user is authorized to access one or more content databases;

      ~~when a user logs in, identify~~ determining, upon a valid authentication of a user

from said plurality of users, whether ~~or not~~ the authenticated user is said specific type of

user; [[and]]

      ~~if said user is identified as said specific type of user, then deliver~~ delivering, upon

determination that the authenticated user is said specific type of user, a customized

version of an electronic information product ~~that include~~ formatted in said custom display

format, said electronic information product including information gathered from the one

or more content databases the specific type of user is authorized to access ~~to said user in said custom display format~~; and

delivering, upon determination that the authenticated user is not said specific type of user, said electronic information product or another electronic information product formatted in said default display format.

35. (Previously Presented) The computer-readable storage medium of claim 34, wherein the custom display format includes presentation logic on how to create the customized version of the electronic information product.